

**BANDWIDTH MANAGEMENT TECHNIQUES FOR DELIVERY OF
INTERACTIVE PROGRAM GUIDE**

ABSTRACT OF THE DISCLOSURE

Info. A! In order to enable more efficient utilization of the finite bandwidth available

5 for distribution of interactive program guide (IPG) video sequences, novel systems and methods are introduced to provide bandwidth management to handle broadcast, narrowcast, pointcast, and "shared" pointcast streams in combination. Bandwidth management techniques in an end-to-end system play a key role in latency reduction and improving overall efficiency of the interactive system.

10 Methods for managing delivery of video sequences for an IPG to a plurality of terminals are described. The methods comprise delivery by way of various techniques, including broadcasting, pointcasting, narrowcasting, and variants and combinations of those techniques.

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